

## Editorial Calendar

December/January  
**Forecast Issue**  
December 27, 2023

February/March  
**Private Construction Issue**  
February 9, 2024

April/May  
**Asphalt Rehabilitation Issue**  
April 7, 2024

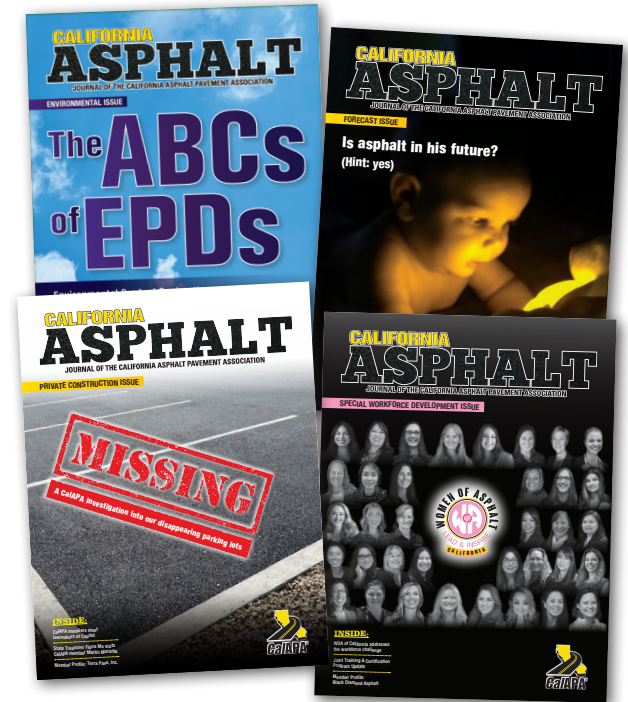
June/July  
**Environmental Issue**  
June 9, 2024

August/September  
**Quality Issue**  
August 30, 2024

October/November  
**Equipment Issue**  
October 25, 2024

\*Editorial Calendar is subject to change. We reserve the right to prioritize relevant and timely news.

## 2024 Advertising Rates & Information



Published by:

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## California Asphalt Pavement Association Information:

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California Asphalt Pavement Association  
Membership Directory & Buyer's Guide

### 2023 Advertising Rates

Size	1x	3x	6x
Page	\$1,995	\$1,885	\$1,725
1/2 Page	\$1,365	\$1,285	\$1,175
1/4 Page	\$1,015	\$945	\$895
Rates include full-color			

\*Above rates are for CalAPA members only. Non-member advertisers are subject to a 15% surcharge.

### Cover Positions

Position	Rate
Back Cover	\$2,095
Inside Covers	\$1,975
Page 3 or Special	\$1,875
Position Requests	

### Mechanical Requirements

Size	Width	Height
Page (Bleed)	8.25"	10.75"
Page Trim Size	8"	10.5"
1/2 Horizontal	7"	4.625"
1/4 Vertical	3.425"	4.625"

### Directory Advertising (Full Color)

Size	Rate
Premium (Back Cover)	5.25" x 7.75" \$2,295
Tab Page	4.75" x 7.75" \$2,265
Full Page	4.75" x 7.75" \$1,975
1/2 Page Horizontal	4.75" x 3.75" \$1,250

Advertising in the annual CalAPA Membership Directory & Buyer's Guide provides your company with direct, cost-effective exposure before key decision makers in California's asphalt industry.

\* Only CalAPA members may advertise in the membership directory. For membership information call the CalAPA office at (916) 791-5044.

### Acceptable Platforms and Software

Files may be produced on Apple or PC platforms using Adobe InDesign, Adobe Photoshop, Adobe Illustrator or Adobe Acrobat.

\* The preferred file format are high resolution print ready PDF's.

CMS also has an FTP site available for large file transfers if needed.

Any questions regarding file preparation or FTP information, please contact California Asphalt at: k Hoover@calcontractor.com or call: (909) 772-3121